Web Managers Forum Strategic Plan -- June 19, 2006

- There are 3 types of groups: task groups, advisory groups, and partner groups.
- Task groups and advisory groups will be primarily composed of members of the Web Managers Forum.   Requests to add non-Forum members will be considered by the Steering Committee.
- Task groups will meet regularly and will develop content for Webcontent.gov and other resources.   If you're interested in joining a "task group," contact the point-of-contact listed under each group.
- Task Groups should submit their lists of deliverables (with estimated dates of completion) to the Communications and Strategic Planning Group (Steering Committee).
- Advisory groups will meet on an ad hoc, as needed basis.

 *Task group point-of-contact

Task Groups	Tasks	Webcontent.gov Pages	Members
1. Communications and Strategic Planning (Steering Committee) Awareness: Reach out to everyone in our web community to involve them in our activities Communicate: inform, alert, ask, and prepare web content managers for new trends, challenges, and issues, so we can plan - not just react Share expertise: promote initiatives to gain and share knowledge and skills across agencies Market: develop marketing strategies to help individual web managers promote their websites – but also strategies to help us all promote government websites as a whole Plan: think strategically about where we want our community to be in 3-5 years	• Serve as Steering Committee for the Web Managers Forum, including all task groups and advisory groups • Manage the Forum ListServ – including cataloging, summarizing, and maintaining content for reference. Ensure that ListServ includes key representatives from each agency • Manage and plan Forum conference calls • Send regular updates to Forum members to communicate accomplishments and activities of our community – to keep them informed and motivated, and to promote replication and links to related efforts. • Identify and support partnerships with "sister" workgroups -- Intranet, multilingual, plain language, K-12, regional groups, CSLIC, and others • Work closely with Webcontent.gov Editorial Board to develop and maintain Webcontent.gov as a source of information, resources, and guidance for all government Web Managers • Identify innovative practices (from all levels of government and also non-government) that we might want to replicate • Develop guidance and best practices in marketing websites	Homepage Networks and Groups section About Us Contact Us FAQs Jobs	Bev Godwin, GSA/FirstGov.gov (group sponsor) ***Sheila Campbell, GSA/FirstGov.gov** sheila.campbell@gsa.gov Kate Donohue, Comptroller of the Currency Rachel Flagg, HUD Gwynne Kostin, Dept. of Homeland Security Joe Pagano, Library of Congress

2. Web Governance, Policies, & Operations Improve web management (governance) structures Help executives take advantage of the web to achieve mission and goals Empower web managers to have a greater decision-making role within their agencies Ensure agencies have contingency plans and collaborate with each other in times of emergency Help agencies provide better customer service by integrating websites with other customer service channels Improve overall efficiency of government web operations by identifying opportunities to share products and services (or at least share in developing requirements for similar products such as software, consulting services, training services, etc.)	• Develop strategies to help executives take advantage of the web to achieve mission and goals • Develop best practices and guidance in evaluating and documenting return on investment (ROI) • Provide tools (training, mentoring) to help empower web managers within their agencies. • Propose core skills for web content managers and develop a job description • Develop best practices and case studies to help agencies integrate their external websites with other their customer channels -- intranets, phone, email, in-person offices, etc. (CRM) • Develop guidance about funding websites and budgeting allocated funds • Monitor laws, regs, policies, directives, and other official requirements and make sure our community knows about changes; assist other task groups in researching legal issues • Compile complete list of agency web policies and encourage agencies to publish them on their external websites • Develop guidance and best practices for emergency planning • Identify best practices in policies and procedures for preserving content across changes in administrations.	Web Governance and Management Section Laws & Regulations Section Web Records NEW: Project Management / Budgeting Section (i.e. library of generic SOWs / RFPs) Emergency contact info (in password-protected area)	***Alan Vander Mallie, Dept. of Commerce** Alan.VanderMallie@mail.doc.gov Jeffrey Levy, EPA Sam Gallagher, HUD Jennifer Nelson, NARA Clare De Cleene, US Courts Andy LeBold, IRS Linda McCaw, SSA
3. Usability, Design & Accessibility Enhance the public's trust in government websites by proposing and promoting actions to make all government websites useful, accessible, informative, authoritative, and objective.	• Test common terms (e.g., FAQs) and placement of common content. • Compile usability test results across agencies to identify common usability issues and best practices • Create templates, incorporating laws, policies, and best practices; and make them available to web managers to use • Develop a checklist for evaluating the quality of web writing • Develop a checklist for 508 compliance • Work closely with Usability.gov folks to disseminate usability and design best practices	Usability & Design Section Some parts of Managing Content section	***Sanjay Koyani, HHS** sanjay.koyani@hhs.gov Nicole Burton, GSA Annetta Cheek, FAA Janice Nall, CDC Gina Pearson, Dept. of Energy

4. Training and Development Provide training to government web managers to help them improve government websites	• Manage Web Manager University (WMU) • Plan and coordinate once-a-year "networking" workshop (part of WMU) • Create online tutorials, webcasts, and other training materials • Seek ways to recognize successful innovations in web content management • Manage the Best Practice Peer Awards • Share best practices in training content contributors	Web Manager University pages Best practice Awards pages	***Eric Ramoth, HUD** Eric_R._Ramoth@hud.gov ***Randy Eltringham, DOD** Randy.Eltringham@osd.mil Karen Reshkin, EPA Annie Archbold, CDC
5. Web Metrics Use web metrics to improve government websites	• Show web managers how to use metrics to improve their websites (metrics = quantitative data to help improve websites) • Do surveys on issues and topics of interest to solicit opinions and identify trends and best practices; evaluate and summarize responses	Evaluating Your Website / Web Metrics section	***Joe Pagano, Library of Congress** jpag@loc.gov ***Richard Huffine, GSA** Richard.huffine@gsa.gov Brian Dunbar, NASA Marlene Davis, Dept of the Army Darlene Shaw, Dept of the Navy Shirley Liang, LOC Michelle Rago, LOC Brenda Powell, USDA Gina Pearson, Dept. of Energy Gwynne Kostin, DHS Jocelyn Johnson, GSA Kit Fuller, USGS Michael Messinger, IBB Mary Lou Cumberpatch, NOAA Beth Martin, HHS Mark Kaprow, GSA Renee Trujillo Lockhart, SSA Kathy McShea, Air Force David Gindhart, Air Force Gilbert Guillen, SSA Sarah Aderholdt, LOC Luis Medina, GSA Sue Feldman, NIH

			Cindy Love, NIH Tim Evans, SSA Colleen Blessing, Dept. of Energy
6. Technology & Innovation Analyze emerging technologies that could help Web Managers create and manage web content in better ways	• Research and develop routine updates on new technologies – including CMS - that could help agency web managers, Webcontent.gov, and/or managing any of tasks of the Advisory Council. Include suggestions for potential uses and – if available – contact information for agencies who are using the technologies successfully • Research collaborative work space technology and make recommendations • Create a "database of experts" - a place where you can find experts and expertise to help you make your website better • Develop and implement plans to use metadata and XML schemas across government to improve searches, help aggregate information, and help agencies manage their sites	Using Technology section	***Terry Davis, DOD** Terry.W.Davis@osd.mil Diane Childress, OSHA Andy Bailey, Dept. of Labor Kate Donohue, Comptroller of the Currency Tina Kelley, Dept. of Justice

Advisory Groups	Tasks	Webcontent.gov Pages	Members
Web Managers Policy Council	• Serve as "policy" group to address high-level web policy issues that affect each agency. Meets on an ad hoc, as needed basis. • Provide input to policy-makers (i.e. OMB), based on issues and trends identified in the community, as appropriate		**Bev Godwin, Director, FirstGov.gov** Lead web manager at each cabinet agency and major independent and sub-agencies (membership by invitation)
Webcontent.gov Editorial Board Provide editorial and strategic advice and guidance for managing Webcontent.gov	• Develop policies and procedures for managing the site, including submission guidelines for content contributors • Review analytic data to determine areas for improvement • Determine priorities for new content and identify appropriate content owner(s) to develop content • Work with task groups to ensure deadlines are met for posting new content	Privacy and Other Site Policies	*__Sheila Campbell, GSA/FirstGov.gov__ sheila.campbell@gsa.gov *__Janet Stevens USDA__ Janet.Stevens@fsis.usda.gov Annetta Cheek, FAA Larry Teller, EPA Sam Gallagher, HUD Lead representatives from each task group; others as needed Steering committee, as needed
FirstGov Advisory Council Improve citizens' access to government web content by advising and working with the Director and staff of Firstgov.gov – the "front door" to government information on the web.	• Advise Director and staff of Firstgov, on a routine basis, providing input on organization of information, subject matter expertise, suggestions for and feedback on new content, and other matters that could improve the Firstgov website and citizens' access to government information and services • Identify and propose strategies to work with the Firstgov staff to facilitate or advocate for cross-agency web management activities, such as training and policy development. • Identify and propose opportunities to use Firstgov.gov to aggregate content across agencies, particularly when that would alleviate the need for a separate cross-agency website • Identify top tasks that our audiences – especially citizens - want, online; and make sure FirstGov is featuring them		**Bev Godwin, Director, FirstGov.gov** Web Managers Policy Council, and others as needed

Partner Groups	Tasks	Webcontent.gov Pages	Members
Federal Multilingual Websites Committee (FMWC)		Spanish and Other Languages section	Liaison: Leilani Martinez, GSA, FirstGov en Español Leilani.martinez@gsa.gov
Federal Intranet Content Managers Group		Intranets section	Liaisons: Clare De Cleene, U.S. Courts clare_de_cleene@ao.uscourts.gov Mike Weaver, EPA weaver.mike@epamail.epa.gov
Federal Emergency Planning Coordination Committee		Emergency Planning pages	Liaison: Gwynne Kostin, DHS, Gwynne.kostin@dhs.gov
K-12 School System Web Managers Group			Liaison: Chris Sturm, Montgomery County Public Schools, MD chris_sturm@mcpsmd.org
Midwest Forum for Government Web Managers			Liaison: Karen Reshkin
Plain Language Action and Information Network			Liaison: Annetta Cheek
Citizen Service Levels Interagency Committee (CSLIC)			Liaison: Karen Trebon, GSA, USA Services
National Association of Government Webmasters (City and County Web managers)			